Channel Communications

cingular raising the bar

Equipment Brief

Motorola SLVR L7 – Launch Announcement

LAUNCH DETAILS

Cingular is excited to launch the Motorola SLVR L7 on **January 31, 2006.** The SLVR L7 is considered an "Exclusive Product", under Cingular's exclusive distribution policy and therefore distribution will be limited to Cingular-direct channels and indirect partners that fulfill our exclusive distribution parameters.

PHONE DETAILS

The new ultra-sleek phone with iTunes only at Cingular. The Motorola SLVR L7 is exclusive to Cingular Wireless. This bladelike, RAZR influenced, super-slim device can store and play iTunes music for a combined music experience in a trendy form factor. Features of the Motorola SLVR L7 include the following:

Motorola SLVR L7 Device Overview

- iTunes music player: accessed via right soft-key
- 850/900/1800/1900 MHz – Quad band
- GPRS class 10
- Talk time: 6.3 hours
- Standby time: 420 hours/17 days
- Removable memory: Micro SD card included
- Camera: VGA with 4x zoom, video capture
- Messaging: SMS/MMS
- IM: AOL, Yahoo!, and ICQ
- POP3/IMAP4 email
- Bluetooth class 2 (range up to 100 feet for voice only)
- 262k colors
- 176 x 220 TFT screen

Refer to local market pricing for pricing details

KEY SELLING POINTS – THE CINGULAR ADVANTAGE

- Play **iTunes** music by playlist, artist, albums, songs and shuffle–and it stores about 7 hours of music (up to 100 songs) on the included 512MB Micro SD extended memory card.
- Customers can personalize their phone with **downloads** including games and graphics and Music Tone ringtones.
- Stay in touch with friends and family with AOL, Yahoo! or ICQ **Instant Messenger.**
- Capture those special moments with built in **VGA camera and video record.**
- The SLVR L7 has **Bluetooth** allowing conversations up to 100 feet away. (does not support music profile)

CRITICAL MUST KNOW

Orange - Memphis SKU: 64292
Blue – Dallas ATC UPC: 723755934016

The Motorola SLVR L7 includes additional in-box content to support iTunes functionality:

- SLVR L7 phone, Battery, Travel Charger, User Manual, Quick Start Guide & iTunes insert
- iTunes PC software with USB cable
- Removable 512 MB Micro SD memory card. (Card is preinstalled in the device & is required to use iTunes)
- Stereo headset & 3.5 mm headset adaptor

Phone Features & Functionality:
Features and functionality of the Motorola SLVR L7 are similar to the Motorola RAZR. Refer to FAQs for comparisons.

Handset Insurance:
Not at launch

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COMPETITIVE OVERVIEW

- Cingular is the only U.S wireless carrier to offer the Motorola SLVR L7 (iTunes phone)

These music devices range in price from $119 to $299 after 2 yr contract and MIR.

	Cingular			Sprint		T-Mobile	Verizon	
Data as of 1/17/2006	Motorola L7	Motorola E1	SE W600i	Samsung A900	Sanyo MM-7500	Samsung t809	"V" LG VX9800	Motorola E815
Size (in)	1.9" x 4.5" x 0.45"	4.25" x 1.81" x 0.80"	3.66" x 1.83" x 0.89"	3.86" x 2.01" x 0.57"	3.41" x 1.94" x 1.11"	3.90" x 2.00" x 0.58"	4.57" x 1.97" x 1.00"	3.71" x 1.95" x 1.01"
Style	Thin Line Bar	Bar	Twist	Clam	Clam	Slider	Clam	Clam
Technology	GPRS	GPRS	EDGE	EV-DO	EV-DO	EDGE	EV-DO	EV-DO
Bands	850/900/1800 /1900	850/1800/1900	850/900/1800 /1900	Dual mode (850/1900)	Dual mode (850/1900)	850/900/1800 /1900	Dual mode (850/1900)	Dual mode (850/1900)
Camera	VGA	VGA	1.3MP	1.3MP	1.3MP w/ flash	1.3MP	1.3MP w/ flash	1.3MP w/ flash
BT/ Stereo BT	BT but no A2DP	BT but no A2DP	BT but no A2DP	BT but no A2DP	no BT	BT but no A2DP	BT but no A2DP	BT but no A2DP
Speakerphone	yes	yes	yes	yes	yes	yes	yes	yes
Internal Memory	5MB	5MB	256 MB	52MB	70MB	70MB	128MB	40MB
Removable Memory	microSD (512MB card included) hot swappable	microSD (512MB card included)	no	no	no	microSD (included)	mini SD (not included)	microSD up to 256MB (not included)
Ringtones	music tone	music tone	music tone	music tone	music tone	HiFi Ringers	true tone real music ringers	true tone real music ringers
Video Record	yes	yes	yes	yes	yes	yes	yes	yes
Video Player	yes	yes	yes	Streaming Video	Streaming Video	yes	Streaming Video	Streaming Video
Music Download	Sync from PC to phone/memory card	Sync from PC to phone/memory card	Sync from PC to phone	Sync from PC to phone or OTA	Sync from PC to phone or OTA	Sync from PC to phone/memory card	Sync from PC to phone/memory card or OTA	Sync from PC to phone/memory card or OTA
Music Players	**iTunes (MP3, AAC)**	**iTunes (MP3, AAC)**	**Walkman (MP3, AAC)**	MP3 (MP3, AAC, AAC+)	MP3 (MP3, AAC, AAC+)	MP3	MP3, WMA	MP3, WMA
Dedicated Controls	no	music launch button	no	no	no	no	no	no

=strength

ACCESSORIES

The Motorola SLVR L7 uses EMU standard mini USB Motorola accessories (same as the RAZR).

Orange SKU	Blue SKU	Item Description	SRP
64297	738516908632	BAT MOTL7 1000 EXT/DR LI OR	$44.99
64298	738516809281	BAT MOTL7 840 STD LI OR	$41.99
64301	738516001340	CAS MOTL7 2PK BL/BW AR	$29.99
64331	738516809748	CAS MOTL7 BK ARMBAND AR	$29.99
64046	738516440361	CHR MOTV3 TRAVEL CHR AR	$29.99
63612	738516926186	CLA MOTV3 VPC OR	$29.99
63592	738516924458	DAT MOTV220/180/3 USB CABLE OR	$24.99
63650	738516926155	EBD MOTV3 USB HEADSET OR	$21.99
63928	738516806600	HDS JAB250v BLUETOOTH AR	$79.99
63594	738516924649	HDS MOTHS801 BLUETOOTH OR	$39.99
63806	738516928036	HDS MOTHS815 BLUETOOTH OR	$49.99
63595	738516926254	HDS MOTHS820 BT W/Y-CABLE OR	$79.99
63805	738516928685	HDS MOTHS850 BLUETOOTH OR	$99.99
64394	738516810195	HDS MOTL7 3.5/EMU ADAPTER OR	$19.99
64408	738516815626	HDS MOTL7 EMU STEREO HDS OR	$29.99
64184	607375022080	HDS MOTO BT H500	$89.99
64221	738516800332	HDS PLA320 EXPLORER BT AR	$49.99
64222	738516806730	HDS PLA510 VOYAGER BT AR	$79.99
64223	738516800455	HDS PLA640 DISCOVERY BT AR	$119.99
63593	738516804422	HDS PLAM2500 BLUETOOTH OR	$49.99
64265	738516808475	HDS SERHBH-608 BT AR	$79.99
63397	738516923048	HDS UNIVBLUETOOTH W/CHARGER OR	$89.99
63335	607421730228	HDS UNIVUNIV BT W/CHARGER AR	$69.99
64303	607375023582	MISC LG Portable Speakers OR	$49.99
63596	738516923031	MISC MOTHF800 BT WRLES SPKR OR	$99.99
64089	738516800486	MISC MOTROKR E1 512MB MICSD AR	$69.99
64036	723755640368	MISC RAZRWIRE BLACK OR	$294.99
64038	723755640382	MISC RAZRWIRE MERCURY OR	$294.99
64037	723755640375	MISC RAZRWIRE ROOTBEER OR	$294.99

TRAINING

- Learning Edge and Cingular University Course code: MOT113
- Details, one page training job aid and FAQs can be found on the Description page on CSP, keyword: iTunes
- Phone specs and equipment pricing can be found in the Equipment Catalog located on CSP

iTunes just like you know it - Here's how easy it is:

- **Load**
  - Install the included iTunes PC software
  - Connect the phone & load up to 100 songs – share from your existing iTunes music library
- **Listen**
  - Use the iTunes soft key to play, shuffle & show artist information, just like iPod.
- **Never miss a beat**
  - Pause music when you get a call

Suggested Qualifying Questions:

- "Did you know the SLVR L7 has an Airplane Mode allowing you to listen to your iTunes music when traveling?"
- "And speaking of traveling… isn't it important for you to rely on your phone regardless of where you are? The SLVR L7 is a Quad Band World Phone which will pick up on any available GSM network on the globe. "
- "Are you aware that with a Bluetooth headset, the SLVR L7 allows conversations up to 100 feet away? Most Bluetooth phones can only support up to 30 feet."
- "The SLVR L7 is much more that just a cool looking iTunes device. Did you know this phone also has a VGA camera with 4x zoom and video capture capabilities?"
- "Don't you like to personalize? The large non scratch display is great for photos and downloadable graphics."
- "Do you like the look of the RAZR but prefer a candy bar form factor?"